

# Consumers Energy

## Comparative Evaluation Report

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SI 622 Section 2

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## Executive Summary

In this report, we used a matrix with several dimensions to compare the Consumers Energy website with its competitors. We collected information about the company's competitors and chose six of them to conduct a comparative evaluation on:

1. DTE Energy (Direct Competitor)
2. Wisconsin Public Service Corporation (Parallel Competitor)
3. Entergy (Parallel Competitor)
4. Wholesale Solar (Indirect Competitor)
5. Ferrell Gas (Partial Competitor)
6. Comcast (Analogous Competitor)

We applied this matrix to each competitor and compared the results with the Consumers Energy website. We took notes during the process and compiled the comparisons into a summary matrix at the end of the evaluation.

With the collected data, we came up with five key findings:

1. The Online Payment is not user-friendly.
2. The labels on Consumers Energy are not straightforward, and the links are overwhelming and not placed into logical groupings.
3. Consumers Energy's navigation bar is not consistent from page to page
4. Consumers Energy's year-to-year comparisons lack highlighting, details, and helpful benchmarks.
5. The Consumers Energy website loads slowly in comparison to its competitors.

Based on the findings, we devised six recommendations for Consumers Energy. We also included a discussion in the report to elaborate on the constraints that would limit the accuracy.

## Introduction

Consumers Energy is the primary public utility company in western and northern Michigan, providing energy to more than 6 million of Michigan's nearly 10 million residents (Census, 2010). The Consumers Energy website ([www.consumersenergy.com](http://www.consumersenergy.com)) is the main electronic resource for customers, offering a centralized location for company information, educational resources, bill payment, and power outage reporting. In addition to providing these services, the Consumers Energy website is a critical brand touch point for the company.

Customer complaints related to the website have increased in recent years, with customers voicing discontent over difficult and non-responsive transactions. In response, Consumers Energy has launched a complete website redesign, which began in January 2014 and will continue for approximately 18-24 months (Customer Experience Design, 2013). The first goal for this redesign is to make sure the website is responsive for all devices. Second, Consumers Energy wants to create relevant and meaningful content, guided by personas, user scenarios, and site analytics. Third, the website redesign seeks to keep customers coming back with a memorable and enjoyable experience. Finally, Consumers Energy wants its website to increase the operational efficiencies of the overall organization.

In this report, we conducted a comparative analysis to examine the features, layout, and functionality of websites from organizations which offer similar or analogous services to Consumers Energy. The purpose of this analysis is to identify industry best practices and the strengths and opportunities for potential improvement in the current Consumers Energy site. By discovering successful web architecture, design, and functionality from organizations offering similar services, this study provides actionable information from industry-vetted best practices for future website redesign.

Our research questions for this analysis are:

1. What are the current best practices in layout, features, content, and functionality displayed by comparator websites for Consumers Energy?
2. How can the best practices displayed in comparator websites be incorporated into a redesigned Consumers Energy website?
3. What features of the current Consumers Energy website should be maintained and which should be removed or improved based on best practices of comparator websites?

## Methods

We conducted a comparative analysis of the Consumers Energy website and six other utility or transactional websites by rating them across twelve dimensions (see Appendix A).

## Comparators Used in Analysis

We used five categories to identify potential comparators to Consumers Energy. Based on information we gathered from our interviews, surveys of users and additional research we directed our research toward the following websites as appropriate comparators (see Appendix B):

- **Direct:** comparisons between companies that offer the same kind of service or function as Consumers Energy, in a similar way.
  - **DTE Energy** ([www.dteenergy.com](http://www.dteenergy.com)) - an electric and gas utility company serving Michigan residential and business customers. We selected DTE because they offer the same services as Consumers Energy to a similar customer based in Michigan.
- **Parallel:** comparisons between companies that offer the same kind of service or function as Consumers Energy, to a similar audience via a similar channel (i.e. a different geographic location).
  - **Wisconsin Public Service Corporation** ([www.wisconsinpublicservice.com](http://www.wisconsinpublicservice.com)) - an electricity and natural gas utility company serving customers in northeast and central Wisconsin and the Upper Peninsula. WPSC offers the same electric and gas services as Consumers Energy, but to a different geographic segment.
  - **Entergy** ([www.entergy.com](http://www.entergy.com)) - an electric company serving customers in Arkansas, Louisiana, Mississippi, New Orleans and Texas. As a utility company, Entergy offers similar services to customers Consumers Energy, but in different geographic locations.
- **Indirect:** comparisons between companies that offer the same functions as Consumers Energy, but in a different way (i.e. through a different medium).
  - **Wholesale Solar** ([www.wholesalesolar.com](http://www.wholesalesolar.com)) - sells renewable energy systems for residential and commercial projects. Wholesale Solar helps customers source their energy from renewable energy systems, rather than via a utility company like Consumers Energy.

- **Partial:** comparisons between companies that cover some but not all of the functions of Consumers Energy.
  - **Ferrell Gas** ([www.ferrellgas.com](http://www.ferrellgas.com)) - a company that provides propane services nationally to residential, agricultural, and business clients. Ferrell Gas offers a gas service, but propane rather than natural gas.
  
- **Analogous:** comparisons between companies that are not competitors but might give ideas about how to provide functions better.
  - **Comcast** ([www.comcast.com](http://www.comcast.com)) - a company that provides cable, telephone and home Internet service in the United States for residential and commercial customers. Comcast provides a different service to customers on a monthly basis that some of our interviewees mentioned as another site through which they pay their bills online.

## Dimensions for Analysis: Features and Attributes

We created four dimensions by which to analyze our comparators. Dimensions were sourced from feedback we gathered in interviews, our survey of users, feedback users provided on the website, and conversations with our stakeholder. We also looked at the comparison websites for features and attributes that were important in terms of usability. Within each category, we created specific sub-categories with questions about functionality and attributes. Below are our dimensions of analysis:

- **Functionality**
  - a. Online bill pay - features related to setting up and changing settings for online bill pay
  - b. User account viewing - outage viewing features and usage history
  - c. Search and search results - easy to use search engine and advanced search features
  
- **Content**
  - a. Home page - clear and relevant content for users
  - b. Coverage - appropriate depth and breadth of content for user population

- c. Target population - is target population well defined
- d. Intended use - information about green resources and contact information accessible
  
- **Interface design**
  - a. Navigation - consistency from page to page
  - b. Site organization - intuitive and easy for users to follow
  - c. Links and labels - clear, easy to understand and organized section headers and links
  - d. Aesthetics - color and design attractiveness
  
- **Technical capacity**
  - Performance - page load speed and appropriate graphics and/or multimedia

## **Site Analysis**

Analysis of the sites was conducted via dimensional analysis and comparison across sites. We analyzed the sites across the twelve dimensions listed above via specific sub-questions (1-3 per dimension). For each question, the site was analyzed on a three-point scale (1= nonexistent, 2= exists but could be improved, 3= exists and done very well). Discussion about the feature or attribute was also included in the site analysis. All ratings were compared across group members for consistency and reliability of results.

After analyzing the sites individually, we compared findings across sites. We noted differences and similarities in features between the comparator sites and Consumers Energy. From here we were able to create findings and recommendations for best practices.

## **Findings and Recommendations**

### **Summary**

After comparing Consumers Energy website with the six selected comparators, we found that the Consumers Energy website should improve its interface design by making its user interface more intuitive and eliminating many redundant links and page names. The navigation bar is not consistent from page to page, which makes it difficult for the users to find the information they need. Compared with its comparators, Consumers Energy needs to improve its infographics to help the users compare their energy usage to previous years. In

addition, much of the site loads slower than comparator sites, possibly indicating the need to improve its software and/or hosting technology.

### Findings#1: The Online Payment is not user-friendly

**Evidence:** Many of the websites examined in this study had pages for bill-payment which displayed intuitive, user-friendly design, incorporating easy to find payment buttons, centrally displayed balances, and features which allowed individuals to change their payment options with little effort. For instance, DTE and Comcast have user-friendly features such as bill-pay and autopay buttons which are easily located on the landing page for account billing. They also have easy to follow instructions that direct users to set up the auto payment by selecting readily visible buttons. The online bill pay is available on Consumers Energy website, but the features are not convenient for users to change their payment information. For example, the Consumers Energy website requires users to switch pages to add or delete the credit card on their account. Also, the feature to set up autopay or switch to a one-time payment is hidden and unintuitive. Changing autopay is confusing and difficult for users because it is hidden under a tab labeled “My Profile” and separated from other payment options.

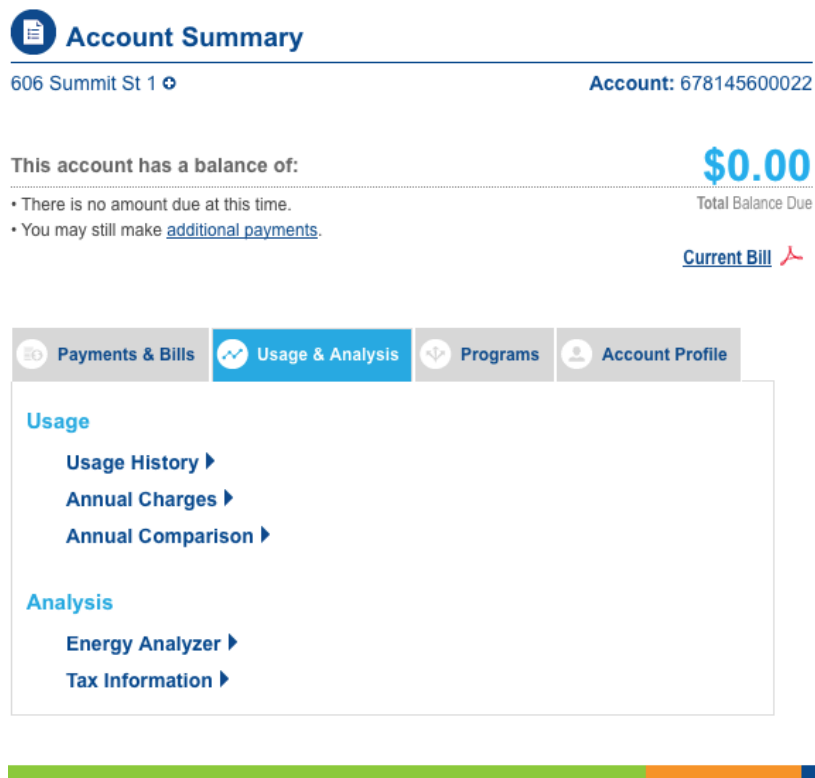


Figure 1 DTE Website

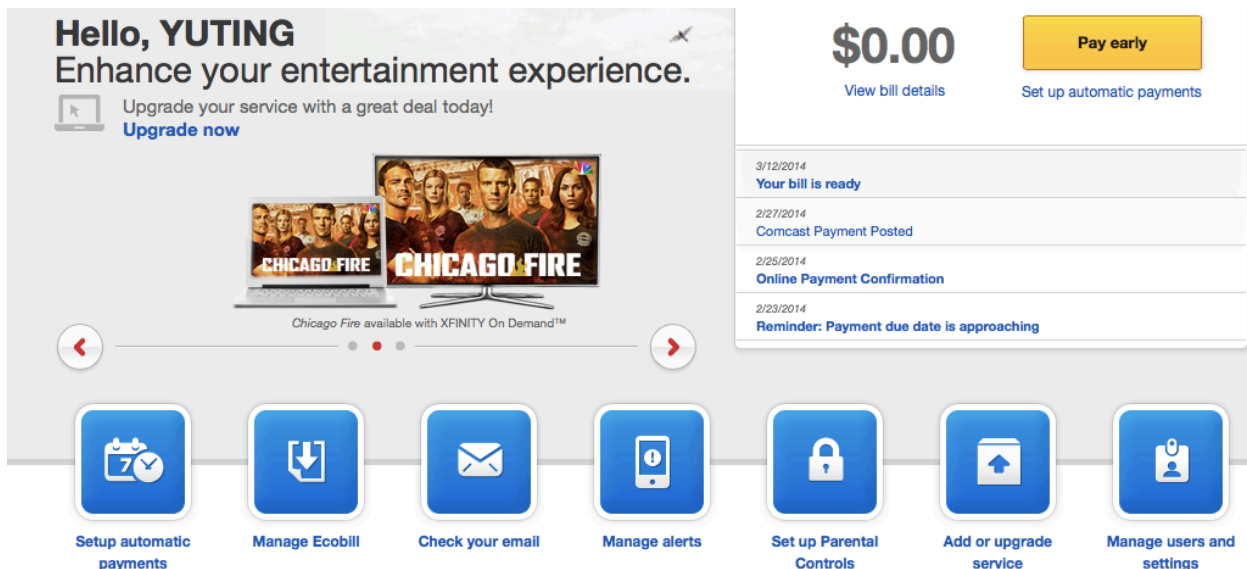


Figure 2 Comcast Website

### Recommendations #1: Improve Online Payment Experience by making information more organized and buttons more salient

From our analysis of the other websites, we recommended that the Consumers Energy website follow the examples of DTE and Comcast and add intuitive features such as a well-labeled 'autopay button' in the online payment section. It is important to add specific buttons for changing enrollment or terminating service in the autopay. Also, it is better for the Consumers Energy website to put similar categories together, such as bill-payment options, in order to help users locate information and bill payment options.

### Findings#2: The labels on Consumers Energy are not straightforward, and the links are overwhelming and not placed into logical groupings

**Evidence:** Other websites included in our analysis, such as DTE and WPS, have unique labels for their links and pages. By contrast, the Consumer Energy website has many links and pages with very similar names that lead to different locations, such as "Home" compared with "Your Home," "eServices," and "Home pages" or "Payment History" compared with "My Paid Bills" and "My Payments." Many pages also have redundant information such as the same information about Green Energy shown on three pages: "Green Generation", "Generate My Own Power", and "Energy Choice."

The links on DTE are placed into intuitive groupings on a navigation bar at the top of the screen. On Wholesale Solar, the links are both peripheral and in the body of the paragraph and clearly underlined or bolded. Compared with DTE and Wholesale Solar, the links on the Consumer Energy website are not displayed in efficient way for users. Some of the links are scattered in paragraphs and some of them are grouped



without consistent styling. One page contains many links in a paragraph, easily overwhelming users.



Figure 3 DTE Website

**Recommendations #2: Improve Links and Labels by regrouping the links, using different text style for them and renaming some confusing pages.**

We recommend that the Consumers Energy website reduce the number of links in paragraphs and scattered around each page. Links should be grouped and made more noticeable with underlines, and clearly differentiated colors or fonts and clear section headers. Page names/labels should also be made unique and descriptive of the content contained on them.

**Finding #3: Consumers Energy’s navigation bar is not consistent from page to page.**

**Evidence:** While the top navigation stays the same, Consumers Energy’s left navigation bar changes as one goes from page to page, for example between “Your Home” to “Our Environment.” This change in the left navigation sidebar was disorienting to us. Stable navigation bars were rated highly by our team because they facilitated easy navigation. Companies with stable navigation bars included Wholesale Solar, Wisconsin Public Service Corporation, DTE, and Comcast.



Figure 4: These screenshots from the Consumers Energy website illustrate its lack of consistency. For example when moving from “Your Home” to “Our Environment,” the left sidebar changes.

**Recommendation #3: We recommend that Consumers Energy make the navigation bars consistent from page to page.**

This consistency would encompass having its headers, footers, and sidebars stay in the same place, no matter where the customer is on the website.



Figure 5: Wholesale Solar’s navigation bars, including its sidebars, stay in the same place no matter where the customer is while browsing their site.

**Finding #4: Consumers Energy’s year-to-year comparisons lack highlighting, details, and helpful benchmarks.**

**Evidence:** Consumers Energy year-to-year comparison does not utilize contrasting colors for different timeframes. Instead, all the bars on its bar graph are blue, making it difficult to quickly find the month the user is concerned with. In addition, its year-to-year comparison lacks pertinent details, which could help customers make an informative evaluation of their usage. In contrast, DTE customers can conduct year-to-year comparisons using the energy analyzer and evaluate where their energy is going. Customers’ dissatisfaction with Consumers Energy’s year-to-year comparison is supported by our findings in our previous report on Interviews, Personas, and Scenarios in which nearly all interviewees requested better benchmarking analytics.

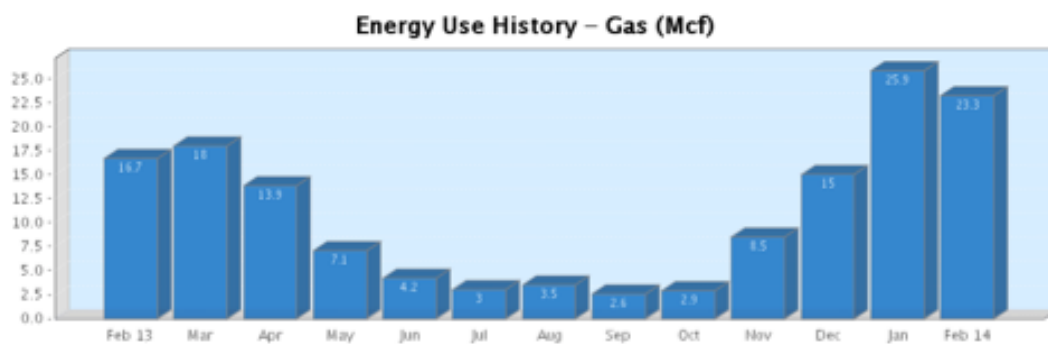


Figure 6: Consumers Energy’s month of comparison lacks highlighting for the current month under examination. In this case, the user has selected February but it is blue and undifferentiated from other months.

**Recommendation #4: Consumers Energy should highlight the specific month of comparison and add an adjacent table to the chart with relevant information to help users benchmark their performance.**

In addition to highlighting the month of comparison, Consumers Energy could offer to its customer details about their Mcf (thousand cubic feet) and kWh (kilowatts hours) usage, average temperature that month, and the amount of their bill. This information is central to making an informed evaluation of their energy usage. Additionally, Consumers Energy could offer season-to-season comparisons in the summer, fall, winter, and spring.

**Account Summary**  
 606 Summit St 1 Account: 678145600022

This account has a balance of: **\$0.00**  
Total Balance Due

- There is no amount due at this time.
- You may still make [additional payments](#).

[Current Bill](#) ↗

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Payments & Bills | **Usage & Analysis** | Programs | Account Profile

**Usage**

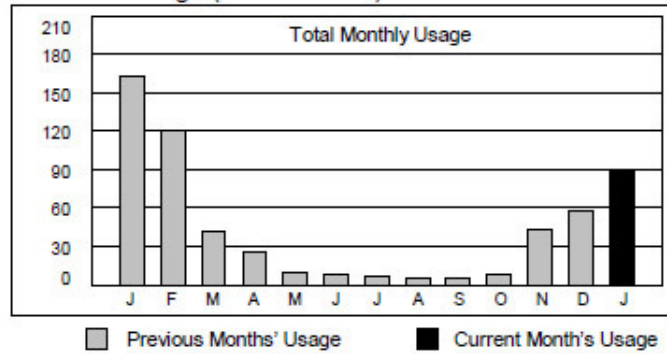
- Usage History ▶
- Annual Charges ▶
- Annual Comparison ▶

**Analysis**

- Energy Analyzer ▶
- Tax Information ▶

## Gas Usage History

### 13-Month Usage (Total Therms)



	01/11	01/12
Therms	163	90
Days	34	32
Avg Temp	38	46
Amount	\$191.17	\$95.51

Figure 7 and Figure 8: DTE’s energy analyzer allows customers to conduct year-to-year comparisons and see where their energy is going. Figure 8 was found when we searched for “year-to-year utility” comparisons on Google. The result of our search yielded a graph, which highlighted the month of comparison. In addition, the table gives information to help the customer evaluate their year-to-year energy consumption such as the average temperature.

### Finding #5: The Consumers Energy website loads slowly in comparison to its competitors.

**Evidence:** Consumers Energy’s website has parts that load quickly, while others load slowly. Areas we noticed that could use improvement included its outage center, the refresh rate from clicking on its navigation bars, and unequal load times between all elements of the page. This was in contrast to the performance of its competitors including DTE, Wholesale Solar, Wisconsin Public Service Corporation, and Entergy, which load quickly. Experimental psychologist, Jeff Johnson (2010), stated that the responsiveness of an interactive system is “the most important factor [in] determining user satisfaction,” supporting the critical need for a website with a quick load time.

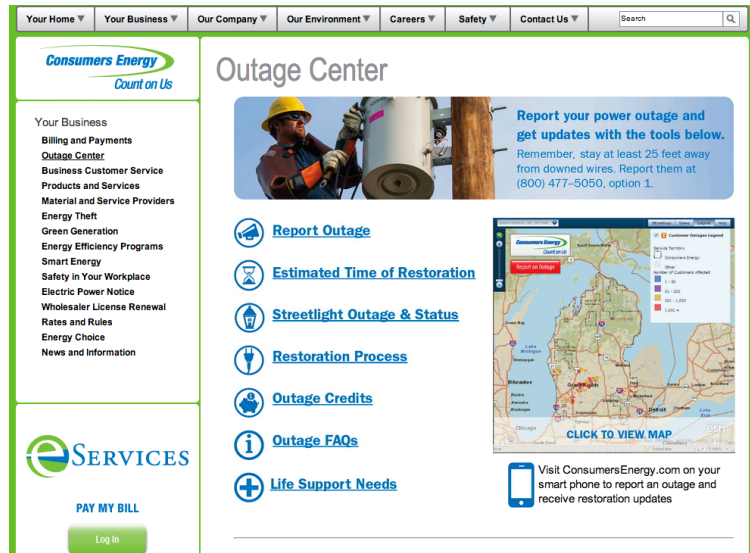


Figure 9: Consumers Energy Outage Center Page

**Recommendation #5: Consumers Energy should consider making its overall website load faster by improving its software and/or hosting technology.**

We recommend that Consumer Energy conduct a technical evaluation of which parts of its website are causing this slowness. These include taking a closer look at its software, hardware, and internet performance and implementing changes as necessary.

**Discussion**

Our list of comparators was limited due to time and feasibility of analysis for our study. We compiled five different types of comparators. In doing so, we had only one or two comparators per type. With more time, we would have been able to expand the list of comparators further.

Analysis of all sites was based on our own perceptions of features and attributes. As evaluators, we may be biased towards rating some sites or types of features higher than others, creating unbalanced ratings. Also, we have had repeated exposure to the Consumers Energy site, DTE Energy and Comcast, but not to the other sites, so this may have impacted our findings as well.

We had limited access to some of the sites we compared. We did not have login access to all of the sites. Therefore, in some cases we had to make educated guesses about the quality of features based on information on the site, such as payment functions. In others cases we were not able to test features because they were weather or time dependent, e.g. outage information, so we assessed the structure of the feature in a non-active state.

In our findings and recommendations we were not able to take into account the feasibility of implementing changes. We did not calculate the relative difficulty or expense of making these changes to the Consumers Energy site. Therefore, some recommendations may not be realistic within Consumers Energy's resources.

## **Conclusion**

Although Consumers Energy's website functions in making online payments, reading energy information and reporting outages, compared with its competitors, there is still room for improvement. It would be more convenient for the customers to set up their accounts, enroll in payment plans and change the settings if Consumers Energy website rearranged the buttons and make the process more intuitive. We also found that the names of links and page labels often did not match the content accurately on the Consumers Energy site. Moreover, Consumers Energy should add some text styles (underline, colors, etc.) to the links to give customers an indication of where to click. Many competitors of Consumers Energy have consistent content in the sidebars from page to page. If Consumers Energy makes the links in the navigation bars consistent across pages, it would be easier for the customers to follow. Consumers Energy provides infographics for customers to compare their energy usage in adjacent months. However, it would better if it offers comparisons in year-to-year and season-to season as well, as its comparators have done.

## **References**

1. Customer Experience Design. (2013). The digital state of Consumers Energy. Jackson.
2. Johnson, J. 2010. Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Rules. Morgan Kaufmann, San Francisco, CA
3. U.S. Census Bureau. (2010). State & County QuickFacts: Michigan. Retrieved from <http://quickfacts.census.gov/qfd/states/26000.html>

## Appendix A Comparative Evaluation Dimensions and Matrix

Chart Code: 1=non-existent; 2= exists but could be improved; 3=exists and done very well

Dimensions			Consumers Energy	Direct Competitor	Partial Competitor	Indirect Competitor	Parallel Competitor		Analogous Competitor
				DTE	Ferrell Gas	Wholesale Solar	Wisconsin Public Service Corporation	Entergy	Comcast
Functionality	Online Bill Pay	1. Is the online bill pay accessible?	2	3	3		3	3	3
		2. Is auto easy to use?	2	3	3		3	3	3
		3. Is it easy to change the online bill pay setting (pay once a time or auto pay)?	2	3	1		3	Unknown	3
	User Account Viewing	1. Is the website easy to use for outages?	3	2			3	2	
		2. Is the usage history clear?	2	3	1		Unknown	1	
	Search and	1. Is search engine easy	2	3	1	3	3	3	3

	Search Results	to use?							
		2. Is there any advanced searching?	1	3	1	1	1	3	1
Content	Home Page	1. How informative is the home page?	3	3	2	3	3	2	3
		2. Does the homepage have appropriate content for visitors?	3	3	2	3	3	1	3
	Coverage	1. Is there sufficient depth and breadth of content offering?	3	3	3	3	3	3	3
		2. Does the content match the mission of organization or the needs of visitors?	3	3	2	3	3	3	3
	Target Population	1. Is it easy to tell who the website is for?	2	2	3	3	3	2	2

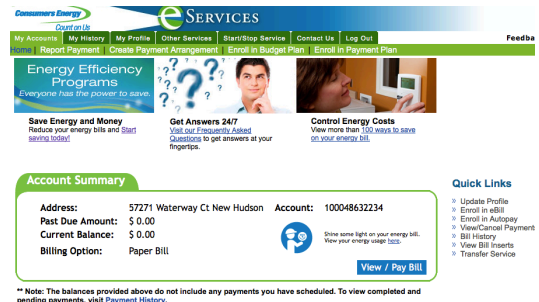


	Intended Use	1. Does the website provide information about green resources?	2	2	3	3	3	3	3
		2. Does the website provide service and contact information for the company?	3	3	2	3	3	2	2
Interface Design	Navigation	1. Is the navigation consistent from page to page?	2	3	2	3	3	1	3
	Site organization	2. Is the organization of the website intuitive?	2	3	2	3	3	1	3
	Links and Labels	1. Are section headers and content groupings easy to understand?	2	3	2	3	3	1	3
		2. Is it easy to tell something	2	2	3	3	3	1	3

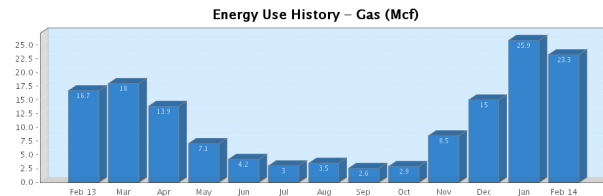
		is a link?							
		3. Are links well organized?	2	3	2	3	2	2	2
	Aesthetics	1. Is the color or design appealing?	2	2	2	1	3	1	3
		2. Are images used in an effective manner?	2	2	2	3	3	2	3
Technical Capacity	Performance	1. Do pages load quickly?	2	3	2	3	3	3	2
		2. Are graphs or multi-media presentations optimized for easy web viewing?	2	2	2	3	3	3	3

## Appendix B Comparison Notes

### Consumers Energy


	Dimensions		Consumers Energy (CE)	Comments
Functionality	Online Bill Pay	1. Is there online bill pay?	Yes, 2	<p>Online bill pay is available, but customers have to switch pages in order to change payment information such as adding/deleting a credit card. The bill pay page is crowded with distracting information.</p> 
		2. Does it have autopay?	Yes, 2	Customers can set up autopay under My Profile. Finding this feature is not intuitive, since all other payment options are located under My Account as sub-navigation buttons.
		3. Is it easy to change the online bill pay setting (pay once a time or autopay)?	No, 2	Customers find it difficult to change settings.
	User account viewing	1. Is the website easy to use to	Yes, 3	From the home page customers can Report an Outage or View Outage Map. These features are also available on the mobile version

		see an outage?		of the site.
		2. Is the usage history clear?	Yes, 2	Customers can view a graph of the past year on their My Accounts page. No other gradation, format or analysis is available.
	Search and Search Results	1. Is search engine easy to use?	Yes, 2	It's in the top right corner of the page. Search results can list a particular page multiple times.
		2. Is there any advanced searching?	No, 1	/
Content	Home Page	1. How informative is the home page?	Informative, but crowded, 3	The home page features navigation buttons on the top, left, right, and bottom of the site, plus a rotating picture link in the center. It's unclear why there are five sets of links on the home page.
		2. Does the homepage set the proper content for visitors?	Yes, 3	The content of the home page is helpful, including logging in for eServices, Start Your Service, Payment Options, Frequently Asked Questions, and Report an Outage.
	Coverage	1. Is their sufficient depth and breadth of content offering?	Yes, 2	Customers have access to extensive information on the site. But as sited above in the table under Links and Labels, placement of content is confusing and overlapping.
		2. Does the	Yes, 2	It's unclear what information is most commonly accessed or



		content match the mission of organization or the needs of visitors?		important because so much information is on the site. Reading through the site it appears that CE adds content over time without culling existing content.
	Target Population	Is the target population well defined?	Somewhat, 2	Although it's clear that CE serves both residential and business customers, their service coverage in Michigan is not clear.
	Intended Use	1. Does the website provide information about green resources?	Yes, 2	From the home page, customers can go to Your Home and click on one of the many links about green energy or customers can navigate through links under Our Environment relating to renewable energy and energy efficiency.
		2. Does the website provide the service and contact information of company?	Yes, 3	Contact Us is one of the main navigation links. Contact information is laid out in a long table format.
Interface Design	Navigation	Is the navigation consistent from page to page?	No, 2	The navigation bar on the left changes when you click on links within it, jumping around to different main categories, e.g. Your Home to Our Environment.
	Site Organization	Is the organization intuitive?	No, 2	While some of the most frequently used links are prominent on the site, they're often cluttered with lots of unnecessary links. Site navigation is also confusing in places – see comments in Online Bill Pay above – and some links are not available to residential customers, but still displayed, e.g. Interval Data under Other Services
	Links and	1. Are labels on	No, 2	Catchall labels such as “Other Services” are not helpful. Multiple

	Labels	section headers and content groupings easy to understand?		<p>pages with similar names, e.g.</p> <ul style="list-style-type: none"> <li>• Home, Your Home and eServices Home pages</li> <li>• Payment History, My Paid Bills and My Payments</li> </ul> <p>all lead to very different content. There are also multiple pages with overlapping content are also not helpful, e.g.</p> <ul style="list-style-type: none"> <li>• Green Generation, Generate My Own Power, and Energy Choice</li> <li>• Energy Answers, Controlling Your Energy Cost, Generate My Own Power, and Smart Energy</li> <li>• Paying Your Bill, About Your Bill, Energy Answers, and Payment Options under eServices</li> </ul>
		2. Are links easy to differentiate from others?	Yes, 2	Links are underlined, buttons or pictures. It's intuitive what is a link and what isn't, but styling isn't consistent across the site.
		3. Are links scattered or grouped?	Both, 2	Some of them are scattered in paragraphs while some of them are grouped. Some pages contain dozens of links; it's overwhelming.
	Aesthetics	1. Do the color and design attract visitors?	No, 2	The website is not aesthetically pleasant. The bright green background and outdated navigation are overwhelming. It uses too many different layouts, large amounts of text and differing styles of graphics (flat v. gradient design).
		2. Are images used in an effective manner?	Yes, 2	The images and icons match the content. Images are sometimes too large, crowding text.

				<p><b>Our Environment</b></p> <p><b>The power is in your hands.</b></p> <p>For more than a century, Consumers Energy has provided customers with reliable, affordable power to fuel Michigan's amazing innovation, production and progress.</p> <p>We've shared the state's prosperity along with its economic downturns, and we've gladly helped shoulder our share of the responsibility for protecting the natural resources that make Michigan a great place to live and work.</p> <p>We have a bold vision to meet the future energy needs of Michigan customers while continuing to protect the land, air and water resources we all treasure.</p> <p>As outlined in the 2009 Environmental Report, the strategy is a balanced energy approach that includes: renewable energy, energy efficiency, new and cleaner generation and careful stewardship.</p> <p><a href="#">View 2009 Environmental Report</a></p> 
Technical Capacity	Performance	1. Do page load slowly or quickly?	Varies by page, 2	The website loads quickly for some pages, others have assets that load slowly, e.g. Outage Center.
		2. Are graphics or multimedia presentations optimized for easy web viewing?	Sometimes, 2	The size and resolution of the graphics vary; see above.

**Comparators:**

**1. DTE (Direct Competitor)**

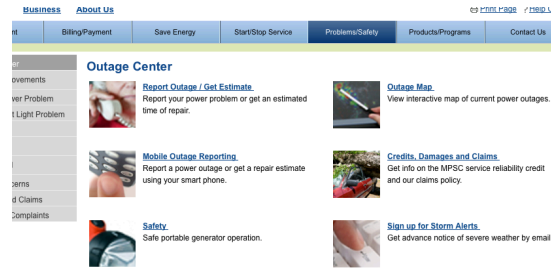
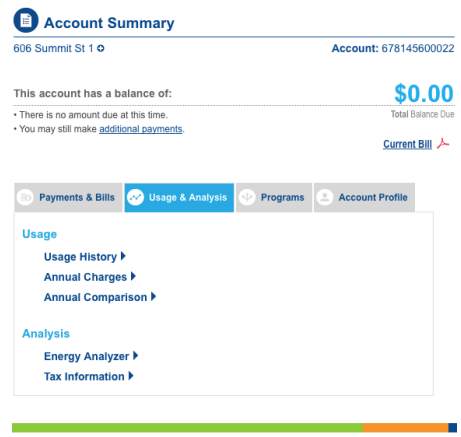
Direct comparisons are comparisons between companies that offer the same kind of service or function in the same way as Consumers Energy. One useful direct comparison to Consumers Energy in Michigan is DTE Energy.

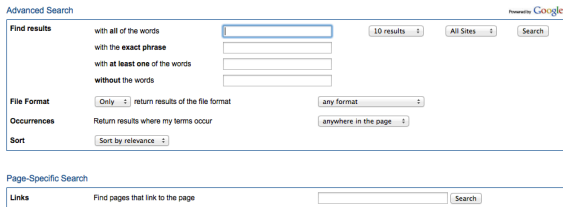
DTE Energy is a utility company serving more than 3 million residential, business, and industrial customers in Michigan with electric and/or gas service. Like Consumers Energy, DTE’s customers are centralized in Michigan: DTE’s gas customers are in western and northern Michigan, including the Upper Peninsula; however, DTE’s electric customers are primarily located in southeastern Michigan. DTE’s website allows customers to make bill payments online, review bills and usage, join programs, start/stop service, report power outages and gas leaks, and check on the status of a problem.


*Chart Code: 1=non-existent; 2= exists but could be improved; 3=exists and done very well*

	Dimensions		DTE	Comments
Functionality	Online Bill Pay	1. Is there online bill pay?	Yes, 3	Bill pay is easy to set up and use. Payment is available through bank account or credit card and customers can select method of payment for each transaction.
		2. Does it have autopay?	Yes, 3	Under My Account, go to Programs and enroll in Automatic Payment Plan. Select payment method and confirm.
		3. Is it easy to change the online bill pay setting (pay once a time	Yes, 3	Under Online Payment there’s a link to change payment options. Customers can also go to My Account and click on the Programs tab at the bottom of the page to enroll/dis-enroll in the Automatic Payment Plan.



	User account viewing	or autopay)?		
		1. Is the website easy to use to see an outage?	Yes, 2	<p>Customers must click the Residential link from the home page and find the Outage Center in order to access information on outages. It's not intuitive from the home page.</p> 
		2. Is the usage history clear?	Yes, 3	<p>It's easy to view usage history in My Account. Customers can view usage, compare last year's usage to this year and use the energy analyzer to figure out where their energy is going.</p> 
	Search and Search Results	1. Is search engine easy to use?	Yes, 3	It's in the top right corner of the page.
		2. Is there any advanced searching?	Yes, 3	Customers can find the advanced search after clicking Search from the home page. Customers can chose to enter "with all of the words," "with the exact phrase," "with at least one of the words," and

				<p>“without the words.” They can also choose the file format and other features.</p> 
Content	Home Page	1. How informative is the home page?	Very informative, 3	Clear, simple page orients users to most basic navigation.
		2. Does the homepage set the proper content for visitors?	Yes, 3	Customers can log in, make a payment, report a power problem or gas leak, contact customer service, and search the site. There are links to continue as a Residential or Business customer for more specific needs.
	Coverage	1. Is their sufficient depth and breadth of content offering?	Yes, 3	Customers can pay bills, make changes to the account, view history, report outage, read educational materials, contact DTE on the website. The FAQs in the Help Center are very detailed as well.
		2. Does the content match the mission of organization or the needs of visitors?	Yes, 3	Content is clearly organized and easy to read. Some pages are content heavy, but most are not overwhelming for the reader.
	Target Population	Is the target population well defined?	Yes, 2	It's easy to tell from the website that the company serves both individuals as well as business customers. It's not clear what areas

				of Michigan DTE serves – users have to dig through About Us, a Map of Holdings, and select Michigan to see the regions DTE serves.
	Intended Use	1. Does the website provide information about green resources?	Yes, 2	Customers can find enroll in the GreenCurrents program under the Products/Program navigation or learn about generating their own power. It's not clear from DTE's home page that they offer these resources. Customers can also view their Renewable Energy pages under the About Us section.
		2. Does the website provide the service and contact information of company?	Yes, 3	Contact Us is one of the main navigation tabs. Contact information is laid out in a clear table format.
Interface Design	Navigation	Is the navigation consistent from page to page?	Yes, 3	It's very easy to navigate from page to page and easy to find links to the information. Residential and Business sections of the site have similar layouts, but only Business has the additional navigation buttons below at the bottom of the home screen.  
	Site Organization	Is the organization intuitive?	Yes, 3	Customers can easily find the information they need and the most frequently used information is appears at the top of the page; subcategories for navigation are along the left-side of the screen.
	Links and Labels	1. Are labels on section headers and content	Yes, 3	There are seven main sections of links on the website: My Account, Billing/Payment, Save Energy, Start/Stop Service, Problems/Safety, Products/Programs, and Contact Us. It's nice that the headers are

		groupings easy to understand?		from the point of view of the customer, e.g. using “my” rather than “your.”
		2. Are links easy to differentiate from others?	Yes, 2	Links are underlined, buttons or pictures. Accordions are also used for text-heavy content. It is intuitive what is a link and what is not, but styling isn’t always consistent across the site.
		3. Are links scattered or grouped?	Mostly grouped, 3	Most links are grouped in navigation along the top and left of the screen. On pages with additional links in the content, they’re either blue hyperlinks or buttons.
	Aesthetics	1. Do the color and design attract visitors?	Yes, 2	The website uses blues and greens, pictures and clear main navigation. However, some pages are saturated with text and lack enough white space. Page layout is inconsistent across like type of pages.
		2. Are images used in an effective manner?	Yes, 2	Use of images varies within the site. Images are used as links and icons are used alongside navigation on some pages. The images are good match for the content. Icons are sometimes hard to see or their meaning is unclear.
Technical Capacity	Performance	1. Do page load slowly or quickly?	Quickly, 3	The website loads quickly.
		2. Are graphics or multimedia presentations optimized for easy web viewing?	Yes, 2	The size and resolution of the graphics are set to the appropriate level; however, the size and layout of graphics is not consistent from page to page.

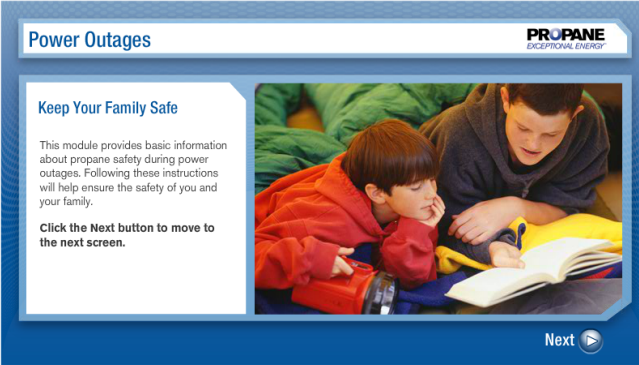
## 2. Ferrell Gas (Partial Competitor)


Partial comparators are organizations or companies that cover some but not all of the functions of the organization being examined. In the case of Consumers Energy, we identified Ferrell Gas as a partial competitor. Ferrell gas is a national provider of propane services to residential, agricultural, and business clients. This propane is often delivered in containers or trucked to remote agricultural locations with no direct gas lines for regular municipal service.

Ferrell gas provides propane to approximately 1 million customers nationwide and has been well established in the United States since 1939. Like the Consumers Energy, Ferrell Gas has a website which provides information to customers, allows customers to start or stop service, pay bills, contact the company, and report gas problems.

*Chart Code: 1=non-existent; 2= exists but could be improved; 3=exists and done very well*

	Dimensions		Ferrell Gas	Comments
Functionality	Online Bill Pay	1. Is there online bill pay?	Yes, 3	/
		2. Does it have autopay?	Yes, 3	/
		3. Is it easy to change the online bill pay setting (pay once a time or autopay)?	Unkn own	There are several online payment options, including credit card or bank account withdrawals; however, it is unclear without an active account how easy or difficult it is to change payment options.

	User account viewing	1. Does the website easily use to see the outage?	N/A	Delivered propane does not have outages in the traditional sense of “power outages.” However, the website does have informational slide on propane safety during power outages and how to turn off propane.	
		2. Is the usage history clear?	No (?),1	There is no visible usage history on the site. However, this may be present behind the log-in firewall for clients.	
	Search and Search Results	1. Is searching engine easy to use?	1	There is no search engine, making the site difficult to navigate.	
		2. Is there any advanced searching?	1	/	
Content	Home Page	1. How informative is the home page?	Yes, 2	The homepage is overwhelming and cluttered with no clear text to tell the customer immediately what the company is about and how they provide their services. A banner scrolls through different articles, but most are irrelevant to transactions on the site (they discuss the company’s history and dependability). There is a “Learn More” button which takes the user to an equally confusing page with a number of pictures and options written in small text.	
		2. Does the homepage set the proper content for visitors?	2	One of most important aspects for a new customer visiting a propane delivery company’s homepage would be to see rates and service options. Although there is a service button on the homepage, this takes the customer to a page with many more options to choose from (which do not show prices). The real rate page is under “customer support” which is unintuitive. Even after clicking on this page and looking at the plans, not rates are stated.  On the positive side, the page does have an easily findable login button in	

	Content	1. Is their sufficient depth and breadth of content offering?	3	the upper right hand corner for current customers to complete transactions. Yes. It covers all of their services from bill pay to service options and even has information on environmental awareness and charity events. However, this information is scattered and difficult to find.
		2. Does the content match the mission of organization or the needs of visitors?	2	The website likely provides a functional service for customers who simply log in and pay their bill. For new users or those who require more complicated transactions, the website is difficult to navigate and find service and rate information.
	Target Population	Does the target population well defined?	3	The website seems to be clearly marketed to individuals and businesses in rural places who need natural gas delivery. This is indicated in its images of the countryside information services.  and on
	Intended Use	1. Does the website provide information about green resource?	3	Yes, it is limited but they have a page on it
		2. Does the website provide the service and contact information of company?	2	Yes, but the customer must first put in their zip code on a side bar before phone and email contact information is shown. This is counter-intuitive, and the “contact” hyperlink only takes users to a form which can be submitted.
Interface Design	Navigation	Is the navigation consistent from page to page?	2	As long as the customer only clicks on the top navigation bar and visits the options there, the navigation remains constant. However, if the customer clicks “online billing,” the options change and many hyperlinks on pages take users to pages with inconsistent options.

	Site Organization	Is the organization intuitive?	2	No, as discussed, it is difficult to navigate with too many hyperlinks on each page, a number of pictures that clutter the view, and small text which is difficult to read.
	Links and Labels	1. Are labels on section headers and content groupings easy to understand?	2	No. "Customer Service" takes customers to the area that most people would associate with rate information which should be under "our services." The "contact" button simply gives a form to fill out and send in, not a phone number or an email.
		2. Are links easy to differentiate from others?	3	Yes, links are clear and are either highlighted in traditional hyperlink blue, look like a button, or change color when scrolled over.
		3. Are links scattered or groupings?	2	Both, some of the links are in groups and some are scattered throughout the site. There seems to be little attention given to information architecture.
	Aesthetics	1. Do the color and design attract visitors?	2	No. It is a basic green and blue design that looks like it was put together in the early 2000s.
		2. Is the use of images in effective manner?	2	No. They are small and difficult to see and tend to clutter the page and obscure relevant information.
Technical Capacity	Performance	1. Do page load slowly or quickly?	2	Pages load fast, some of the pictures load slowly.
		2. Are graphics or multimedia presentation optimized for easy web viewing?	2	No, they seem to load slowly and many are very small.



### 3. Wholesale Solar (Indirect Competitor)

Indirect comparisons are comparisons that offer the same functions in a different way (i.e. through a different medium). We found a company which sells discount solar panels and renewable energy products for home power, back up power, solar and wind power, off-grid and grid intertied residential, marine and RV power systems. The company sells renewable energy systems for projects large and small for homeowners and do-it-yourselfers, contractors, installers, electricians, and developers.

*Chart Code: 1=non-existent; 2= exists but could be improved; 3=exists and done very well*

	Dimensions		Wholesale Solar	Comments
Functionality	Online Bill Pay	1. Is there online bill pay?	N/A	/
		2. Does it have autopay?	N/A	/
		3. Is it easy to change the online bill pay setting (pay once a time or autopay)?	N/A	
	User account viewing	1. Does the website easily use to see the outage?	N/A	
		2. Is the usage history clear?	N/A	
	Search and Search Results	1. Is searching engine easy to use?	3	Yes, the font could be a bit bigger.
		2. Is there any advanced searching?	No,1	
Content	Home Page	1. How informative is the home page?	Yes,3	The company has many different customer types, however subdivides the navigation according to specific scenarios in which the customers is likely to use the product.
		2. Does the homepage	Yes,3	Customers can log in, however, guests appear to be able to do

		set the proper content for visitors?		everything registered users can. Login information is only kept to "simplify the online shopping process."
	Coverage	1. Is their sufficient depth and breadth of content offering?	Yes,3	Customers can get a lot of detail and perspective on the different solar panel options such as how many kilowatt hours a panel outputs and the price.
		2. Does the content match the mission of organization or the needs of visitors?	Yes,3	The website is informative and offers specific scenarios and installation options. For example, under each heading, there are diagrams for needed equipment, power output, racking requirements, and price.
	Target Population	Is the target population well defined?	Yes,3	Their target population is not exactly well defined because it's not singular. However, it is acceptable because they have so many different kinds of customers. They manage content according what type of customer one is.
	Intended Use	1. Does the website provide information about green resource?	Yes,3	The whole website is dedicated to green energy resources.
		2. Does the website provide the service and contact information of company?	Yes,3	Their phone number is on the top image headboard, and fully justified to take up space. The hours are clearly located on the top of the right sidebar in a red color.
Interface Design	Navigation	Is the navigation consistent from page to page?	Yes,3	The top navigation and sidebars stay consistent no matter how the users go from page to page.
	Site Organization	Is the organization intuitive?	Yes,3	Customers can find the information they according to their specific scenario.
	Links and Labels	1. Are labels on section headers and content groupings easy to understand?	Yes,3	The top navigation bar is organized according to scenarios: "Solar Panels," "Grid Tie Solar," "Off Grid Solar," "Complete Systems," "Specials," "Solar Information," "About Us." The right sidebar is for drilling down to specific product categories. The left sidebar is for search and ads.
		2. Are links easy to differentiate from others?	Yes,3	It is clear what is a link and what is content.
		3. Are links well	Yes, 3	Yes, the links have rational groupings.

	Aesthetics	organized?		
		1. Do the color and design attract visitors?	No,1	The website could be redesigned to be more attractive to a wider range of users. The site is a bit utilitarian looking.
		2. Is the use of images in effective manner?	Yes, 3	The site has a balance in the number of images. The images demonstrate to customers what is being bought and sold.
Technical Capacity	Performance	1. Do page load slowly or quickly?	Quickly,3	
		2. Are graphics or multimedia presentation optimized for easy web viewing?	Yes,3	The size and resolution of the graphics are set to an appropriate level. Some appropriate images are on a carousel. The whole page loads fast.

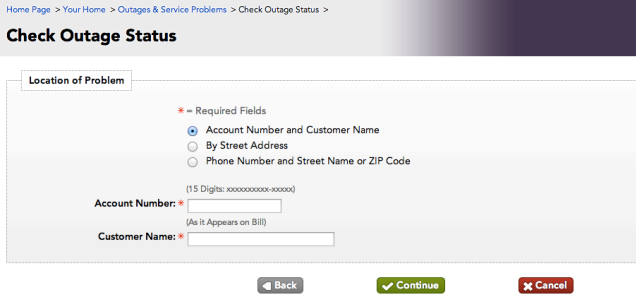
#### 4. Wisconsin Public Service Corporation (Parallel Competitor 1)

Parallel comparisons are comparisons between companies that provide same kind of service or function to similar audience via similar channel. We found two energy companies as parallel comparisons for Consumers Energy: Wisconsin Public Service Corporation (WPS), which provides electricity and natural gas to customers in the northeast and central Wisconsin and an adjacent portion of Upper Michigan and Entergy Corp., which provides electricity to customers in Arkansas, Louisiana, Mississippi, New Orleans and Texas.

Wisconsin Public Service Corporation (WPS) is a utility company providing electricity to more than 440,000 customers and natural gas to more than 315,000 customers. Unlike Consumers Energy, whose customers are mainly from Michigan’s Lower Peninsula counties, WPS’s customers are from the northeast and central Wisconsin and an adjacent portion of Upper Michigan. The WPS website provides a platform for individuals and business customers to make bill payments online, review bills, start/stop services, report outage, read educational materials and contact the company.

*Chart Code: 1=non-existent; 2= exists but could be improved; 3=exists and done very well*

Dimensions			Wisconsin Public Service (WPS)	Comments
Functionality	Online Bill Pay	1. Is the online bill pay accessible?	3	/
		2. Is auto easy to use?	3	/
		3. Is it easy to change the online bill pay setting (pay once a time	3	Customers can start autopay after signing up and sending the automatic payment agreement to WPS. However, we didn’t find any information about how to switch back to pay once a time from the FAQ and agreements. It’s possible that customers can change back

		or auto pay)?		to pay once a time after logging in to the system, which we don't have access to right now.
	User Account Viewing	1. Is the website easy to use for outages?	3	<p>Customers can check outage on Outages &amp; Service Problems page under Your Home. What's more, they can either log in to check the outage status or simply check by entering their name and account number on the bill.</p> 
			2. Is the usage history clear?	Unknown
	Search and Search Results	1. Is search engine easy to use?	3	Besides the search result, the website also provides search tips to provide customers with a better understanding of how to narrow down their search results.
		2. Is there any advanced searching?	1	No.
Content	Home Page	1. How informative is the home page?	3	/
		2. Does the homepage have appropriate	3	Customers can log in, view account, pay bill, view outages and services problems on the Home Page. There're quick links to saving

		content for visitors?		energy, cold weather tips, financial & energy assistance as well.
	Coverage	1. Is there sufficient depth and breadth of content offering?	3	Customers can pay bills, make changes to the account, view history, report outage, read educational materials, contact Eteryg on the website. The FAQs are very detailed as well.
		2. Does the content match the mission of organization or the needs of visitors?	3	Customers can pay bills, make changes to the account, view history, report outage, read educational materials, contact WPS on the website. The FAQs are very detailed as well.
	Target Population	1. Is it easy to tell who the website is for?	3	On the Home Page, it is written that WPS serves more than 443,000 electric customers and 321,000 natural gas customers in northeast and central Wisconsin and an adjacent portion of Upper Michigan. Although specific characteristics of the target population is not defined, it's easy to tell from its website that the company serves both individuals as well as business customers from the top menu.
	Intended Use	1. Does the website provide information about green resources?	3	Customers can find green resource information on the Earth-Friendly Choices page. It has renewable energy, customer-owned renewable generation, rebates and programs, electric vehicles, e-Bill Paperless Billing and Payment and quick links to contents about solar power, wind power, hydroelectric power, etc.
		2. Does the website provide service and contact information for the company?	3	At the top of the Home Page, there's a link to Contact Us page. Customers can find the phone numbers to different departments, the email address to its public service and information about the vendors on the page. They can also enter the subject and content/comment on the text boxes below and send to WPS directly.
Interface Design	Navigation	1. Is the navigation consistent from page to page?	3	It's very easy to navigate from page to page and easy to find links to the information.

	Site organization	1. Is the organization of the website intuitive?	3	Customers can easily find the information they need and the most frequently used information is always labeled or appear at the top of the page.
	Links and Labels	1. Are section headers and content groupings easy to understand?	3	There are four big sections of links on the website: Your Account, Your Home, Your Business and Our Company. It's very straightforward.
		2. Is it easy to tell something is a link?	3	Most links are either underlined or appear as buttons. For links not underlined, the website uses different font or colors to differentiate them from the rest of the content. Moreover, when the cursor hovers over the links, the underline would appear.
		3. Are links well organized?	2	Some of them are scattered in paragraphs while some of them are grouped in menus and quick links.
	Aesthetics	1. Is the color or design appealing?	3	The website uses purple, white, yellow and green as the main colors. The colors are consistent across pages and the image resolution is good.
		2. Are images used in an effective manner?	3	Except for the head images and logos, the website has only a few images on the pages. The images are good match for the content.
Technical Capacity	Performance	1. Do pages load quickly?	3	The website loads quickly.
		2. Are graphs or multi-media presentations optimized for easy web viewing?	3	The size and resolution of the graphics are set to the appropriate level.

## 5. Entergy (Parallel Competitor 2)

Entergy Corp. is an energy company headquartered in New Orleans, Louisiana providing electricity to individuals and business customers. Unlike Consumers Energy, whose customers are mainly from Michigan's Lower Peninsula counties, Entergy's customers are from Arkansas, Louisiana, Mississippi, New Orleans and Texas. Because it serves customers from different states, the Entergy website will direct the customers to the local Entergy site according to the service area they're in. The website allows the customers to make online payments, view outage, read educational material and contact the company.

*Chart Code: 1=non-existent; 2= exists but could be improved; 3=exists and done very well*

Dimensions			Entergy	Comments
Functionality	Online Bill Pay	1. Is the online bill pay accessible?	3	/
		2. Is auto easy to use?	3	/
		3. Is it easy to change the online bill pay setting (pay once a time or auto pay)?	Unknown	Unknown
	User Account Viewing	1. Is the website easy to use for outages?	2	The view outage link is not on the Home Page. It's hidden in a long list of links under residential customers page. But the view outage page is very clear. It uses different symbols on the map to tell customers where the outage happens and how severe the outage is.
		2. Is the usage history clear?	1	We didn't find any information or link to the usage history.
Search and Search	1. Is search engine easy to	3	t's at the top of the page and there are suggestions like "Did you mean..." when the search engine doesn't find any	



	Results	use?		information match the key word.
		2. Is there any advanced searching?	3	Customers can choose to enter “All of these words”, “this exact phrase”, “any of these words” or “none of these words”. They can also choose which local site they want to conduct the search.
Content	Home Page	1. How informative is the home page?	2	There’s no quick links to bill payment, report outage, etc.
		2. Does the homepage have appropriate content for visitors?	1	Rather than adding quick links to bill payment, report outage etc. to the Home Page, the Home Page put links to Our Community, Investor Relations, etc. on the top of the Home Page, which customers probably won’t use frequently.
	Coverage	1. Is there sufficient depth and breadth of content offering?	3	Customers can pay bills, make changes to the account, view history, report outage, read educational materials, contact Entergy on the website. The FAQs are very detailed as well.
		2. Does the content match the mission of organization or the needs of visitors?	3	Customers can pay bills, make changes to the account, view history, report outage, read educational materials, contact Entergy on the website. The FAQs are very detailed as well.
	Target Population	1. Is it easy to tell who the website is for?	2	There’s no clear definition about what Entergy is on the Home Page but we can tell it serves both individuals and business customers as well from the top menu.
	Intended Use	1. Does the website provide information about green resources?	3	On the Home Page top menu, there’s link to Energy Education and Safety.
		2. Does the website provide service and contact information for the company?	2	At the top of the Home Page, there’s a link to Contact Us page. There are phone numbers on the page but there’s no email address provided. To send email, the customer can choose the topic of their email and the system will automatically direct them to a form tjat they can fill in the rest

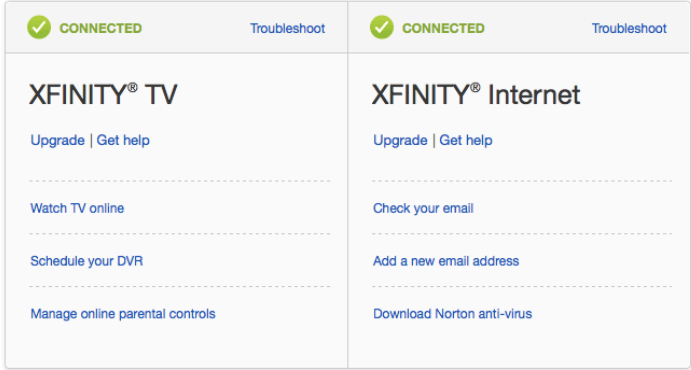
				of the details. It is said that the company will get back to the customers. However, it's very confusing which phone number to use and how to send emails to the company from one's personal email address.
Interface Design	Navigation	1. Is the navigation consistent from page to page?	1	After selecting the geographical area, the customers will be directed to the local Entergy website. The layout of the two websites look very similar but the top menus are different. It's very confusing.
	Site organization	1. Is the organization of the website intuitive?	1	The most frequently used links are hidden while the less frequently used content are in the most obvious place.
	Links and Labels	1. Are section headers and content groupings easy to understand?	1	The section labels are very confusing. For example, on the Home Page, we don't understand what "Environment 2020" means.
		2. Is it easy to tell something is a link?	1	Some links are underlined but some are not and when cursor hovers over these links nothing happens. It's difficult to tell where the links are.
		3. Are links well organized?	2	Some of them are scattered in paragraphs while some of them are grouped.
	Aesthetics	1. Is the color or design appealing?	1	The website is not aesthetically pleasant. It uses too many fonts, colors and boxes.
		2. Are images used in an effective manner?	2	The images and logos match the content even though they're not very attractive.
Technical Capacity	Performance	1. Do pages load quickly?	3	The website loads quickly.
		2. Are graphs or multi-media presentations optimized for easy web viewing?	3	The size and resolution of the graphics are set to the appropriate level.

## 6. Comcast (Analogous Competitor)

Analogous systems are comparisons between companies that are not competitors but might give ideas about how to provide functions better. We found one analogous system, Comcast, which provides cable, telephone and home Internet service in the United States.

*Chart Code: 1=non-existent; 2= exists but could be improved; 3=exists and done very well*

Dimensions			Comcast	Comments
Functionality	Online Bill Pay	1. Is the online bill pay accessible?	Yes, 3	/
		2. Is auto easy to use?	Yes, 3	/
		3. Is it easy to change the online bill pay setting (pay once a time or auto pay)?	Yes, 3	There is a clear bill pay feature on the page, and following the page step-by-step instructions for setting up the auto-pay option is easily. The terms of the auto-payments are clearly indicated and state that the user has right to terminate auto pay at any time by logging in the personal account or calling local Comcast office. Users can also check the status of auto-pay under the account profile.
	User Account Viewing	1. Is the website easy to use for outages?	N/A	Comcast provides Internet and cable service, therefore there is no outage to show on webpage. However, user can see whether the cable or Internet service is connected now in the "My Account" page.

				
		2. Is the usage history clear?	N/A	There is no specific usage history for Comcast website; however, users can easily check their past bills and the details of their bill-payment options.
	Search and Search Results	1. Is search engine easy to use?	Yes, 3	The searching column is easy to find and show All Results and Help & Support Results.
2. Is there any advanced searching?		No, 1	/	
Content	Home Page	1. How informative is the home page?	Yes, 3	The homepage mainly shows four topics, products, deals, programming and customers. This not only provides product information, but also service details for online TV and the login for “My Account.”
		2. Does the homepage have appropriate content for visitors?	Yes, 3	Users can log in to “My Account,” pay their bill, get help and support, watch online TV on the Comcast Home Page. There are distinct categories of shop, support, account, TV and connect which are easily to understand.

	Coverage	1. Is there sufficient depth and breadth of content offering?	Yes, 3	Customers can pay bills, make changes to the account, view history of payment, check connected status, watch online TV, contact Comcast on the website.
		2. Does the content match the mission of organization or the needs of visitors?	Yes, 3	Customers can pay bills, make changes to the account, view history, report outage, read educational materials, contact WPS on the website. The link to Xfinity.com provides detailed information about TV shows and news.
	Target Population	1. Is it easy to tell who the website is for?	Yes, 2	There is no specific content showing the population of Comcast. Only the links of different TV shows define different users of Comcast.
	Intended Use	1. Does the website provide information about green resources?	Yes, 3	It is easy for users to find the button to managing Ecobill, which provides online or paper bill options. And there is a clear statement under the button of Ecobill, reminding users of the free, secure way to be green and clutter-free by using it.
		2. Does the website provide service and contact information for the company?	Yes, 2	Users have to click the button to the Connect section on the top of the homepage first, and then find the contact us information on the left side of page. It is complicated to find the contact phone number from the page.  The website clearly shows the email section on home page.
	Interface Design	Navigation	1. Is the navigation consistent from page to page?	Yes, 3
Site		1. Is the organization of	Yes, 3	The website put the login for My Account in the middle of homepage, and it clearly shows the different links of Comcast service and products at the

	organization	the website intuitive?		top of the page.
	Links and Labels	1. Are section headers and content groupings easy to understand?	Yes, 3	There are six sections of links on the website: Shop, Support, My Account, xfinity.com, Watch TV, Email.
		2. Is it easy to tell something is a link?	Yes, 3	The main links are labeled as buttons, and also indicates as extended way while clicking the buttons.
		3. Are links well organized?	Yes, 2	All links are scattered in column.
	Aesthetics	1. Is the color or design appealing?	Yes, 3	The website uses black as main background color and white as main characters color. This is a good design for natural contrast.
		2. Are images used in an effective manner?	Yes, 3	The images on homepage effectively show the purpose and function of the links.
Technical Capacity	Performance	1. Do pages load quickly?	Yes, 2	Sometimes the page loads quickly, sometimes user has to refresh the page when the page is stuck.
		2. Are graphs or multi-media presentations optimized for easy web viewing?	Yes,3	The graphics and multimedia are distinct and easy to view on website.